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ABSTRACT

This paper analyzes the job advertisements that appeared in "MLA News" (a publication of the Medical Library Association) from January 1991 through December 1991. It replicates two earlier studies, in 1977-78 and 1986, and compares results. Each of the 179 job advertisements for 1991 was studied for: (1) administrative level; (2) area of expertise; (3) job qualifications, including a Master's Degree in Library Science; (4) foreign languages; (5) years of experience; (6) MLA certification; (7) additional academic degrees and subject background; (8) geographic locations; and (9) compensation, including salary and fringe benefits. Qualifications deemed most important are identified. As in 1986, qualifications beyond professional library skills, such as communications and teaching skills, were increasingly important. Only nine percent of jobs asked for MLA certification, and only one percent required it. Subject area background was the area most requested. An appendix contains the content analysis coding form, and there are 11 tables of data. (Contains 10 references.) (SLD)

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QUALIFICATIONS SOUGHT BY EMPLOYERS OF HEALTH SCIENCES LIBRARIANS, 1991

A Master's Research Paper submitted to the
Kent State University School of Library and Information Science
in partial fulfillment of the requirements
for the degree Master of Library Science

by

Cindy Lee Nordland

October, 1992

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ABSTRACT

This paper analyzes the job advertisements which appeared in MLA News from January 1991 through December 1991. It replicated two earlier studies, comparing results. Each advertisement was studied for the administrative level; area of expertise; job qualifications, including an MLS, foreign languages, years of experience, MLA certification, additional academic degrees and subject background; geographic locations; and compensation, including salary and fringe benefits. Those qualifications determined most important, are compared and contrasted over a 14-year time span. It was found that employers were more specific about qualifications they desired, subject background was more important and MLA certification was much less asked for in advertisements during 1991.

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I

INTRODUCTION

Health Sciences librarianship, like the entire health care industry, has undergone profound changes. The qualifications sought in job advertisements can reflect librarianship changes, as when Michele Cloonan and Patricia Norcott traced the evolution of preservation librarianship by analyzing job descriptions from 1975-1987.[1] Some of the major changes recently seen in health care include the merging of hospitals, and their increased focus on marketing, to compete for the health care consumer, as well as the accelerating explosion of technological advances. Roles and functions of the librarian, both in clinical and medical education settings, have also evolved. Leadership qualities are needed within the broader organizational context, "thus positioning the library as an effective player in the overall institutional framework for administration and planning."[2]

From 1977 to 1978 Dean Schmidt and James Swanton analyzed the job positions advertised in the MLA News, the newsletter of the Medical Library Association, in order to determine the qualifications required in library positions.[3] Job advertisements were also categorized by regional medical library (RML) areas. In 1986 Sue Stoyan replicated this study of the qualifications sought by employers of health sciences librarians,[4] inasmuch as the RMLs had been reconfigured between the 1977-1978 study and her

study.

In light of the changing health care climate, research related to job advertisements is now somewhat dated. Educators planning curricula of future librarians, professionals contemplating work in this field, practicing health sciences librarians, and the institutional administrators where they work all need a concise and up-to-date concept of the qualifications the proficient health sciences librarian needs. They need to know, for example, whether as librarians take a more visible role of leadership in an industry that increasingly values continuing education and recertification of many of its health care workers, MLA certification will be more likely to be demanded. The hypothesis of this study is that MLA certification would be sought more often in 1991 ads than in 1977-1978 (20%) or in 1986 (25%).

Purpose of the Study

The purpose of this study is to identify the various qualifications required of health sciences librarians and to compare and contrast these qualifications over a fourteen year time span.

Definitions of Terms

RML refers to regional medical library, and the country is divided into regions for the purposes of funding and administration. NLM is an acronym for National Library of Medicine. MLA is in reference to the Medical Library Association.

Limitations of the Study

This study limited collection of data geographically in order to correspond to the regional medical library areas covered in earlier studies for the basis of comparison.

II

LITERATURE REVIEW

A review of the literature was conducted during February and March 1991. Sources explored included Library Literature on CD-ROM from December 1984 until December 26, 1991 and in print from January 1992 to March 1992. Readers Guide to the Periodical Literature was searched in CD-ROM and in print for the same time frame. Search terms included "special librarians," "applications for positions," "medical librarians," "job advertisements," "certification of librarians," and related terms.

This literature review supports the assumption made of the MLA News being the primary source of job advertisements for medical librarians. In 1980 Schmidt and Swanton analyzed job advertisements found in MLA News during 1977-1978. They analyzed 414 ads after duplications were deleted.[5] When studying the continuing education needs of hospital librarians, Irene Lathrop formulated a survey only mailed to members of the Hospital Library Section of the Medical Library Association. She found members favored one-day courses dealing with automated systems, planning and marketing.[6] When Camille Cote analyzed job postings received at McGill University's Graduate School of Library and Information Science from May 1987 to June 1988, only 13 of the postings out of 229 (5.6%) were from medical libraries.[7]

When Tobi Brimsek analyzed special library job requirements found in Washington Post job ads from 1983-1989, only 43 ads out of 1,020 (4.2%),

were for Hospital/Healthcare Medical; excluding ads for the National Library of Medicine, listed as Government ads.[8] NLM positions are listed in MLA News.

Schmidt and Swanton coded data from 414 advertised positions, making nine tables. Variables they selected included type of position, years of experience, subject background, MLA certification and online experience. Geographic distribution was also analyzed.

They found only 83 of the 414 ads (20%) mentioned MLA certification, and of this number only 8% stated that certification was required. Both subject background and NLM online experience were considered to be more important than certification. Since earlier works did not exist for any comparison, trends were not identified.[9]

Sue Stroyan analyzed 294 job advertisements that appeared in MLA News in 1986. She replicated their study, and sought to determine whether MLA certification had become a more frequent requirement than it was in 1977-1978. Other qualifications studied were subject background, library courses in the health sciences, online searching experience, and OCLC experience. Library experience, educational requirements and geographic distribution were also analyzed by Stroyan.[10]

MLA's view in 1980 was that there should be one examination for all medical librarians rather than separate examinations for each speciality.[11] Stroyan found that library job qualifications, as reflected in MLA News had not changed substantially. She did find that advertisements were specifying more precisely what the employer wants applicants to be qualified to do, but the percentage of change was not enough to prognosticate any major trends. MLA certification did gain credibility with employers

particularly for administrative positions, but it had not gained the status of "required" for which the MLA hoped. Other professional library skills, like communication skills, were increasingly important to prospective employers in Stroyan's study.[12]

III

METHODOLOGY

This study will analyze job advertisements that appeared in MLA News in 1991 to assess the relative importance of various qualifications sought in library positions, and to compare and contrast these qualifications over a fourteen year time span. Ads will be analyzed as to MLA certification requirement, subject background, health sciences library courses, online searching experience, and OCLC experience. Library work experience, educational requirements and geographic distribution were also analyzed. In addition to those qualifications analyzed in the earlier two studies, salary and benefits compensation were also analyzed, an inclusion which seemed logical to this author.

The newsletter of the Medical Library Association is MLA News, while the Association's journal is Bulletin of the Medical Library Association. Job advertisements are not included in Bulletin. Most libraries do not carry MLA News, but all members of MLA receive ten issues a year. Copies and back orders are available from the Medical Library Association.

Total advertisements in 1991 were 214, some for more than one position. The procedure to gather the data was modeled on that employed by Monique V. Mason.[13] All of the advertisements appearing in MLA News during 1991 were photocopied, with ones for two or three positions copied two or three times respectively, and the ad copies highlighted so that each copy represented

one specific position offered.

These copied ads were cut up and then individually affixed to 5 x 8 index cards. The original ads were retained as a back-up to insure that duplicates were weeded out of the cards. These cards were also identified as to journal date, and arranged by institution to eliminate repeated ads for the same position in sucessive issues of the newsletter. When wording varied slightly for the same position, the most inclusive of the two were retained. This happened most often when a "late arrival" brief ad was then elaborated upon in the next issue, for the same position. With the duplicate ads removed, N = 179 for 1991.

Coding of the individual advertisements was accomplished with the use of a predetermined coding system, shown in Appendix A, for the variables analyzed. Coding of individual variables was done for all 179 ads at one time to ensure consistency. Phrases such as "oral communication skills", "verbal communication skills", and "interpersonnal relation skills" were all coded as communication skills. This is consistent with Stroyan's study of 1986 ads.[14] Coding was recorded on the reverse side of the index cards, using letter-number format in a "desired"/"required" format where this was appropriate, to enhance the flexibility of the data for composition of tables later.

Variables analyzed included type of position advertised, such as serials, acquisitions, program coordinator, systems person, clinical medical librarian, and circuit librarian. As mentioned in the discussion of study limitations, geographic distribution is by RML regions as tey were in 1986. These RML regions are:[15]

Greater Northeast: Connecticut, Delaqare, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Puerto Rico.

Southeastern/Atlantic: Alabama, Florida, Georgia, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, the District of Columbia, and the Virgin Isalnds.

Greater Midwest: Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin.

Midcontinental: Colorado, Kansas, Missouri, Nebraska, Utah, and Wyoming.

South Central: Arkansas, Louisiana, New Mexico, Oklahoma, and Texas.

Pacific Northwest: Alaska, Idaho, Montana, Oregon, and Washington.

Pacific Southwest: Arizona, California, Hawaii, Nevada, and U.S. Territories in the Pacific Basin.

Educational degrees were assessed to include subject area of bachelor's or master's degree. The 1977-1978 study did not analyze educational requirements, and the 1986 study did not analyze subject ares degrees. They are included here as the importance of subject area knowledge seems to grow and to enhance further study.

Type of library advertising the position and the amount of experience in years is fairly straightforward. Also assessed were experience either desired or required, where the number of years was not specified.

Types of experience and other characteristics requested were the ones also analyzed in the previous studies done by Schmidt and Swanton for 1977-1978 ads, and by Stroyan for 1986 ads. Tables only compare the 1986 data and 1991 data, where the 1977-1978 study did not analyze for the particular variable.

Compensation included both salary and benefits. For salary levels, foreign exchange rates were converted to U.S. dollars by obtaining the information from the computer of the local bank, with the assistance of

bank personnel. Benefits include relocation assistance for the 1991 data as well as more standard benefits such as vacation and medical coverage.

Data were analyzed to determine percentages of occurrence of each variable within the category being evaluated. Tables were arranged so as to enhance comparison within the fourteen-year time span whenever this was possible.

IV

ANALYSIS OF DATA

A total of 179 job advertisements appearing in MLA News in 1991 was analyzed for type of position. Some positions requested in the earlier studies were not found in the present study, while no new types were identified in 1991. An example is "Documents Librarian" in 1977-1978, which did not appear in ads of 1986 or 1991. Some positions increased in frequency such as "Systems Person" with 1 (0.2%) in 1977-1978, while in 1986 there were 7 (2.4%) of these positions, and in 1991 there were 7 (3.9%) of these positions (see Table 1).

"Administration" positions were 46 (11.1%) in 1977-1978, 89 (30.3%) in 1986 and 53 (29.6%) administration postions in 1991. These positions continue to represent about 30% of total positions, rather than the 11% of the positions of 1977-1978.

"Reference/Information" positions represent 24% of the positions in 1991, which is down from 37% in 1986, and 28% in 1977-1978. There was 1 (0.6%) "Pharmacy" position in 1991, while in 1977-1978 there were 7 (1.7%) and none mentioned in 1986. Most of the positions such as "Veterinary" and "Dental" seemed to not be represented in MLA News after 1977-1978.

Basically when comparing the percentages of the type of positions, it is seen that the percentages represented do not vary widely. Types of positions continue to be varied in MLA News representation.

Table 1. Number & Types of Positions Advertised in MLA News

Type of Position	1977-78 Ads N = 414		1986 Ads N = 294		1991 Ads N = 179	
	f	%	f	%	f	%
Reference/Information	115	27.8	109	37.1	43	24.0
Administration	46	11.1	89	30.3	53	29.6
Gen. Tech Services	36	8.7	21	7.1	6	3.4
Gen. Public Services	31	7.5	13	4.4	7	3.9
Audiovisual	28	6.8	10	3.8	4	2.2
Acquisitions	12	2.9	9	3.1	2	1.1
Serials	12	2.9	9	3.1	3	1.7
Program Coordinator	------		7	2.4	9	5.0
Systems Person	1	0.2	7	2.4	7	3.9
Clinical Med. Libr.	9	2.2	5	1.7	4	2.2
Online Biblio. Coor.	------		5	1.7	2	1.1
Circuit Librarian	------		3	1.0	5	2.8
Extension Services	25	6.0	3	1.0	7	3.9
History of Medicine	7	1.7	2	0.7	-----	
Circulation	6	1.4	1	0.3	2	1.1
Interlibrary Loan	5	1.2	1	0.3	1	0.6
Cataloging	33	8.0	-----		4	2.2
Hospital	33	8.0	-----		18	10.1
Pharmacy	7	1.7	-----		1	0.6
Veterinary	3	0.7	-----		-----	
Dental	1	0.2	-----		-----	
Documents Librarian	1	0.2	-----		-----	
Other: Indexing; OCLC Library Science Facul.	3	0.8	-----		1	0.6

As in the previous two studies, the geographic distribution of positions was uneven. In 1991, distribution ranged from 6% in the Pacific Northwest Region to 29% in the Southeastern/Atlantic Region. By number of position ads, the Southeastern/Atlantic ranks highest (29%), followed by Greater Northeast (18%), Greater Midwest (16%), South Central (13%), Pacific Southwest (10%), Midcontinental (7%), Foreign Countries (4%), and Pacific Northwest (3%).

Throughout the fourteen-year time span, the same three regions continue to represent the largest percentage of advertisements. Foreign countries are represented, though not to a large extent. Noteworthy is the fact that in two of the three studies, there was a higher percentage of representation for foreign countries than there was for the Pacific Northwest. Basically, the distribution is uneven but fairly constant throughout this fourteen years. (see Table 2).

Table 2. Number & Geographic Distribution of Positions Advertised in MLA News

Geographic Region Based on 1986 RML Regions Used	1977-78 Ads N = 414		1986 Ads N = 294		1991 Ads N = 179	
	f	%	f	%	f	%
Greater Northeast	65	15.7	69	23	33	18
Southeastern / Atlantic	93	22.5	73	25	51	29
Greater Midwest	100	24.2	55	19	28	16
Midcontinental	43	10.4	17	6	13	7
South Central	54	13.0	40	14	23	13
Pacific Northwest	6	1.4	6	2	6	3
Pacific Southwest	46	11.1	31	10	18	10
Foreign Countries	7	1.7	3	1	7	4

Educational degrees asked for in advertisements were not studied by Schmidt and Swanton for the 1977-1978 positions. Stroyan did not analyze for subject area degrees, so a comparison for subject area formal education cannot be made in this present study.

For 1991, the most asked for degree was the MLA degree with ALA specification (63%), followed by MLS degree (30%), subject area degree (16%), and PhD or other advanced degree (2%). No degree was indicated in 6% of the ads. As would be expected, the employers who are asking for PhD or other advanced degrees are filling senior administrative types of positions (see Table 3).

In Schmidt and Swanton's study of advertisements from 1977-1978, they found 20% of the positions mentioning MLA certification. Stroyan anticipated that this qualification would be sought more often in 1986, as it was. Of the hospital library employers in 1986, 44% of them asked for prospective employees to have MLA certification. Also in 1986, 18% of the academic library employers sought MLA certification, and of other employers (regional consortia, scientific related companies, pharmaceutical companies, and the other employers of librarians), 23% of these positions asked for MLA certification (see Table 4).

Whether MLA certification would continue to increase in popularity as a qualification wanted by employers was analyzed. One of the most surprising findings of this study was that significantly fewer employers asked for MLA certification. Of the academic library positions, only 9% asked for certification compared to 18% in 1986. Of the hospital library positions, only 13% asked for MLA certification compared to 44% in 1986. Of the other employers of librarians, only 7% asked for MLA certification compared to 23% in 1986.

In the 1977-1978 study, 8% of the total number of ads (N = 414) required MLA certification, while in 1986 25% requested certification and 7% required it,[16,17] (N = 294 in 1986). Out of the total number of ads in 1991 (N = 179), 9% mention MLA certification.

Table 3. Number & Distribution by Degrees of Positions Advertised in MLA News

Degree Indicated	1986 Ads N = 294 f	%	1991 Ads N = 179 f	%
No Degree Indicated in Ad	17	6	10	6
Subject Area Degree: BA/BS MA/MS	N/A*		28	16
MLS Degree	56	19	54	30
MLS Degree / ALA Specified	216	73	113	63
PhD or Other Advanced Degree	5	2	3	2

*These degrees not considered in Stroyan Study

Table 4. Number & Distribution of MLA Certification Requirement by Type of Library in Positions Advertised in MLA News

Type of Library	1986 Ads N = 294 f	%	1986 Ads f	%	1991 Ads N = 179 f	%	1991 Ads f	%
Academic Library	193	66	35	18	114	64	10	9
Hospital Library	45	15	20	44	24	13	3	13
Other Employer	56	19	13	23	41	23	3	7
Totals	**294**	**100**	**68**	*	**179**	**100**	**16**	*

*These percentages are not percentages of N, but of the # of Ads by Lib. Type

Years of experience were analyzed in all three studies, so comparisons could be made for the fourteen-year time span. In 1977-1978 ads, nearly 40% were for entry level positions, while in 1991 only 11% were. In 1977-1978, 11.3% of the positions mentioned experience in general terms; in 1986, 38% mentioned experience in general terms, and in 1991 35% of the positions advertised desired or required experience without specifying the number of years (see Table 5).

In advertisements where the years are specified, in 1977-1978, two years (18.6%) was most frequently requested, while in 1986, five years (16%) was most frequently requested, and in 1991, three years (21%) was most frequently specified. It would seem that this area of librarianship is harder to enter post MLS.

Table 5. Amount of Experience Required for Positions Advertised in MLA News

Amount of Experience (Required or Desired)	1977-78 Ads N = 414		1986 Ads N = 294		1991 Ads N = 179	
	f	%	f	%	f	%
Entry Level / None Given	164	39.6	40	14	19	11
Required (Yrs Not Given)	17	4.1	98	33	33	18
Desired (Yrs Not Given)	30	7.2	15	5	30	17
Experience of 1 Year	33	8.0	9	3	11	6
Experience of 2 Years	77	18.6	37	12	21	12
Experience of 3 Years	55	13.3	32	11	37	21
Experience of 4 Years	11	2.7	5	2	3	2
Experience of 5 Years	27	6.5	47	16	17	9
Exp. of 6 or more Years	-----		11	4	8	4

Types of experience and training required were analyzed in all three studies and appear in Table 6. Subject background became an increasingly important qualification, while health sciences classes also were asked for more often. MLA certification is less often mentioned.

Table 6. Types of Experience or Training Required for Positions Advertised in MLA News

Experience / Training	Desired f	Required f	Total	%	Year	N
Online Biblio. Searching	78	76	154	37.2	1977-78	414
Online Biblio. Searching	106	58	164	56	1986	294
Online Biblio. Searching	27	54	81	45	1991	179
Subject Background	63	30	93	22.5	1977-78	414
Subject Background	50	20	70	24	1986	294
Subject Background	44	52	96	54	1991	179
MLA Certification	50	33	83	20.0	1977-78	414
MLA Certification	39	35	74	25	1986	294
MLA Certification	14	2	16	9	1991	179
Health Sciences Lib. Class	18	21	39	9.4	1977-78	414
Health Sciences Lib. Class	27	11	38	13	1986	294
Health Sciences Lib. Class	24	3	27	15	1991	179
OCLC; Online Cataloging	28	11	39	9.4	1977-78	414
OCLC; Online Cataloging	22	13	35	12	1986	294
OCLC; Online Cataloging	10	12	22	12	1991	179

Experience and training requirements for administrative and other positions are shown in Table 7. Administrative positions required supervision of one or more library professionals.

Thirty of the fifty-three administration positions (57%) asked for subject background, compared to 9% in 1986. Also, 34% of administration positions asked for online bibliographic experience, compared to 38% in 1986. In general hospital positions, 50% wanted online experience, while 39% wanted subject background. Trends can not be designated due to the small total number of positions. Subject background and online skills are the two most sought after qualifications in 1991.

Table 7. Experience & Training Requested for Administrative and Other Positions Advertised in MLA News in 1991

Type of Position	Ads N = 101		Experience / Training: Online Biblio.		Subject Bckgrnd		MLA Cert		Courses H. Lib.		OCLC; Online Cataloging	
	f	%	f	%	f	%	f	%	f	%	f	%
ADMINISTRATIVE												
Administration	53	52	18	34	30	57	7	13	4	8	4	8
Prog. Coord.	9	9	6	67	4	44	0	--	2	22	1	11
Clin. Med. Libr.	4	4	3	75	3	75	0	--	0	--	0	--
Circuit Libr.	5	5	3	60	2	40	0	--	0	--	0	--
Hospital (gen.)	18	18	9	50	7	39	2	11	2	11	1	6
Pharmacy (gen.)	1	1	1	100	1	100	0	--	0	--	0	--
Total Adminis.	90	89	40	44	47	52	9	10	8	9	6	7
Other positions												
Audiovisual	4	4	1	25	2	50	0	--	0	--	1	25
Extension Serv.	7	7	2	29	2	29	0	--	0	--	0	--

Experience and training requirements for public and technical services is shown in Table 8. Health sciences library courses is sought by 35% of reference /information positions, compared to 26% in 1986.[18] For "total" public services, online biblio. (64%) and subject background (56%) continue to be sought most.

For "total" technical services, subject background (61%) and OCLC or online cataloging (52%) are important qualifications. In 1986 for all technical services subject background was 33% and OCLC or online cataloging was 52%.[19]

Table 8. Experience & Training Requested for Public Services and Technical Services Positions Advertised in MLA News in 1991

Type of Position	Ads N = 78		Experience / Training									
			Online Biblio.		Subject Bckgrnd		MLA Cert		Courses H. Lib.		OCLC; Online Cataloging	
	f	%	f	%	f	%	f	%	f	%	f	%
PUBLIC SERVICES												
Reference/Info.	43	55	31	72	26	60	4	9	15	35	3	7
Gen. Public Serv.	7	9	2	29	3	43	1	14	2	29	0	--
Online Services	2	3	2	100	0	--	1	50	0	--	0	--
Circulation	2	3	0	--	2	100	1	50	1	50	0	--
Interlib. Loan	1	1	0	--	0	--	0	--	0	--	0	--
Total Pub. Serv.	55	71	35	64	31	56	7	13	18	33	3	5
TECHNICAL SERVICES												
Gen. Tech. Serv.	6	7	1	17	3	50	0	--	0	--	5	83
Acquisitions	2	3	0	--	1	50	0	--	0	--	0	--
Serials	3	4	1	33	3	100	0	--	0	--	2	67
Systems	7	9	1	14	3	43	0	--	0	--	0	--
Cataloging	4	5	0	--	3	75	0	--	1	25	4	100
Indexing/OCLC	1	1	0	--	1	100	0	--	0	--	1	100
Total Tech. Serv.	23	29	3	13	14	61	0	--	1	4	12	52

In 1986 Stroyan expanded her study to include other characteristics, and this was replicated for the 1991 study. Communication skills, health care experience and general automation are increasingly important qualifications. Teaching skills, personnel skills, ability to travel, professional library organization participation, organizational skills, and public relations skills were all asked for more often (see Table 9).

Table 9. Other Characteristics Requested in Positions Advertised in MLA News

Characteristic Desired or Required	1986 Ads N = 294		1991 Ads N = 179	
	f	%	f	%
Communications Skills	138	47	99	55
Health Care Experience	118	40	105	59
General Automation	107	36	93	52
General Library Skills	97	33	26	15
Administrative / Supervisory	75	26	55	31
Teaching Skills	38	13	45	25
Personnel Skills	21	7	20	11
Research Skills	20	7	11	6
Foreign Languages	13	4	5	3
Ability to Travel	12	4	19	11
Professional Libr. Organiz. Partic.	12	4	25	14
Organizational Skills	9	3	27	15
Public Relations Skills	2	0.6	23	13
History of Medicine Experience	1	0.3	------	
No Other Skills Mentioned	49	16	8	4

Benefits are frequently not mentioned in job advertisements in MLA News. Of those mentioned, not being specified was the category that appeared the most often (31%), followed by pension (23%), vacation (22%), medical/dental (19%), while both tuition waiver and relocation assistance were both offered in 6% of the advertisements (see Table 10).

Salary levels of positions advertised in MLA News were also analyzed for the first time in 1991. The highest representation was in the $25,001 to $30,000 range (30%), with the lowest representation in the $15,001 to $20,000 range (2%). Above $50,000 salaries were offered in 4% of the advertisements (see Table 11).

The reader is also referred to MLA 1992 Salary Survey, published by the Medical Library Association, for an in-depth analysis of member' salaries. While the scope of this paper is in MLA News, it is an excellent resource.[20]

Table 10. Benefits Offered in Positions Advertised in MLA News 1991

Benefit	1991 Ads N = 179 f	%
None Mentioned	89	50
Medical / Dental	34	19
Pension	41	23
Tuition Waiver	10	6
Vacation	39	22
Relocation Assist	11	6
Mentioned, Not Spec.	55	31

Table 11. Salary Levels of Positions Advertised in MLA News 1991

Salary Offered	1991 Ads N = 179 f	%
Below $15,000	------	
$15,001 - $20,000	3	2
$20,001 - $25,000	37	21
$25,001 - $30,000	54	30
$30,001 - $35,000	41	23
$35,001 - $40,000	18	10
$40,001 - $45,000	8	4
$45,001 - $50,000	9	5
Above $50,000	7	4

V

CONCLUSIONS

Some, but not all, of the trends identified for the 1986 advertisements continued in the 1991 advertisements. Trends that continued were that other qualifications beyond the professional library skills are increasingly of importance to prospective employers. Skills such as communication skills, both verbal and written, and teaching skills are asked for more often. Also such skills as public relations skills and ability to travel are required more than ever before.

The hypothesis of this study was that MLA certification would be sought more often than the 20% for 1977-1978 ads, and the 25% for 1986 ads. As this study showed, the hypothesis was not supported. In 1991 ads in MLA News, only 9% asked for MLA certification, and only 1% required it!

Subject area background, formal and informal, is the qualification that was asked for most often by the largest margin. Health sciences librarianship classes were also requested increasingly more often over the fourteen-year time span of this study.

Future research in job advertisements might use these findings as a basis for future research, such as Anderson's, which explore salary discrepancies and recruitment efforts to attract bright and ambitious women and minorities to the field of health sciences librarianship.[21] Other avenues of research may be to determine whether the 16% of 1991 ads asking for subject area degrees is a growing trend.

APPENDIX

Content Analysis Coding Form

CODING FORM

A. Survey Number

B. Type of Position Advertised in MLA News, 1991
1 Reference/Information
2 Administration
3 General technical services
4 General public services
5 Audiovisual
6 Acquisitions
7 Serials
8 Program coordinator
9 Systems person
10 Clinical medical librarian
11 Online bibliographic coordinator
12 Circuit librarian
13 Extension services
14 History of medicine
15 Circulation
16 Interlibrary loan
17 Cataloging
18 Hospital
19 Pharmacy
20 Veterinary
21 Dental
22 Document
23 Indexing; OCLC coordinator; Library science faculty

C. Geographic Distribution by Region
1 Greater Northeast
2 Southeastern/Atlantic
3 Greater Midwest
4 Midcontinental
5 South Central
6 Pacific Northwest
7 Pacific Southwest
00 Foreign

D. Educational Degrees
1 None Indicated
2 Subject area degree (Bachelor's, Master's)
3 MLS degree
4 MLS - ALA approved specification
5 PhD or advanced degree

E. Type of library advertising the position
- 1 Academic
- 2 Hospital
- 3 Other (scientific related companies, pharmaceutical companies, regional consortia, and other employers of librarians)

F. Amount of Experience in Years
- 1-5 Year specified
- 6 Six or more years specified
- 20 Entry level; None or none indicated
- 30 Number not specified, but experience was desired
- 40 Number not specified, but experience was required

G. Types of Experience or Training
- 1 Online bibliographic searching
- 2 Subject background
- 3 MLA certification
- 4 Health sciences library courses
- 5 OCLC or online cataloging
- 6 None of the above specified

H. Other Characteristics Requested
- 1 Communication skills
- 2 Health care experience
- 3 General automation
- 4 General library skills
- 5 Administration/Supervisory
- 6 Teaching skills
- 7 Personnel skills
- 8 Research skills
- 9 Foreign language
- 10 Ability to travel
- 11 Professional library organization participation
- 12 Organizational skills
- 13 Public relations skills
- 14 History of medicine experience
- 15 No other skill mentioned

I. Benefits
- 1 Medical/Dental
- 2 Pension
- 3 Tuition waiver
- 4 Vacation
- 5 Benefits not mentioned
- 6 Benefits mentioned but not enumerated
- 7 Relocation assistance

J. Salary

1 Below $15,000
2 $15,001 - $20,000
3 $20,001 - $25,000
4 $25,001 - $30,000
5 $30,001 - $35,000
6 $35,001 - $40,000
7 $40,001 - $45,000
8 $45,001 - $50,000
9 $50,001 and higher
10 Salary not specified

FOOTNOTES

[1]Michele Valerie Cloonan and Patricia C. Norcott, "Evolution of Preservation Librarianship as Reflected in Job Descriptions from 1975 through 1978," College & Research Libraries 50 (November 1989): 645.

[2]Rachel K. Anderson, "Reinventing the Medical Librarian," Bulletin of the Medical Library Association 77 (October 1989): 329.

[3]Dean Schmidt and James Swanton, "Qualifications Sought by Employers of Health Science Librarians, 1977-1978," Bulletin of the Medical Library Association 68 (January 1980): 58-63.

[4]Sue Stroyan, "Qualifications Sought by Employers of Health Sciences Librarians, 1986," Bulletin of the Medical Library Association 75 (July 1987): 209-213.

[5]Schmidt and Swanton, 59.

[6]Irene M. Lathrop, "Continuing Education Needs of Hospital Librarians," Bulletin of the Medical Library Association 74 (April 1986): 110.

[7]Camille Cote, "The Library Job Market as Seen from Quebec," Canadian Library Journal 46 (June 1989): 166-167.

[8]Tobi A. Brimsek, "Washington, D.C. Special Library Job Requirements: An Analysis of Washington Post Job Advertisements 1983-1989," Special Libraries 82 (Winter 1991): 40-41.

[9]Schmidt and Swanton, 63.

[10]Stroyan, 209.

[11]Ibid.

[12]Ibid., 213.

[13]Monique V. Mason, "Job Opportunities for Academic Librarians: An Analysis of the Job Advertisements Appearing in American Libraries, January 1989-March 1990," Master's Research Paper, Kent State University (August 1990): 10-11.

[14]Stroyan, 213.

[15]National Library of Medicine, National Library of Medicine Fact Sheet: Regional Medical Libraries (Bethesda: National Institutes of Health, 1986), 1-2.

[16]Schmidt and Swanton, 59.

[17]Stroyan, 211.

[18]Ibid., 212.

[19]Ibid.

[20]Medical Library Association, MLA 1992 Salary Survey (Chicago: Medical Library Association, 1992), 1-39.

[21]Anderson, 329.

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END

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